

What is claimed is:

SUB A67

1. A method for distribution of storable content comprising:  
distributing information content-mastered media including at least said storable content  
and a media identifier number, to a plurality of users including a first user, said media readable  
by at least a first media reader apparatus only in response to an access code;  
5 receiving, in said media reader, a first permission code obtained by said first user in  
exchange for a first payment;  
storing a first code related to a first access code on said media, at a first time; and  
providing at least first access to said storable content by providing said first access code  
to said first reader apparatus, using said first code.
2. A method, as claimed in claim 1, wherein said step of receiving comprises  
receiving said permission code via an Internet communications link.
3. A method, as claimed in claim 1, wherein said storable content includes content  
selected from among text content, music content, software and motion picture content.
4. A method, as claimed in claim 1, further comprising receiving, in said media  
reader, a second permission code obtained by said first user at a second time, later than said first  
time, in exchange for a second payment;  
storing a second code related to a second access code on said media; and  
5 providing at least second access, different from said first access, to said storable content  
by providing said second access code to said reader apparatus, using said second code.
5. A method, as claimed in claim 1, further comprising receiving, in said media  
reader, a second permission code obtained by a second user, different from said first user at a  
second time, later than said first time, in exchange for a second payment;  
storing a second code related to a second access code on said media; and

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providing at least second access, different from said first access, to said storable content by providing said second access code to said reader apparatus, using said second code.

6. A method, as claimed in claim 1, further comprising providing at least said first access to said storable content by providing said first access code to a second reader apparatus, different from said first reader apparatus, using said first code, in the absence of a need for an additional payment.

7. A method, as claimed in claim 1, wherein said step of distributing comprises unsolicited distributing of media.

8. A method, as claimed in claim 1, wherein said step of distributing comprises downloading said content to said media over a communications link.

9. A method, as claimed in claim 8, wherein said communications link is an Internet link.

10. A method, as claimed in claim 1, further comprising calculating said first code based on a combination of said permission code and said media identifier number.

11. A method, as claimed in claim 1, wherein said first access code is said first code.

12. A method, as claimed in claim 1, wherein said first payment is a payment performed by authorizing a charge to a credit or debit account over a communications link.

13. A method, as claimed in claim 1 wherein said first code is calculated by a computer which is remotely connected to said reader device over a communications link.

14. A method, as claimed in claim 13 wherein said communications link is an Internet link.

SUB A77 15. A method for distribution of storable content comprising:  
providing a plurality of information content-mastered media in a retail establishment,  
said information content-mastered media including at least said storable content and a media  
identifier number, said media readable by at least a first media reader apparatus only in response  
5 to an access code, wherein said retail establishment is accessible to a plurality of users including  
a first user;

storing, during a first time, at said retail location, a first code related to a first access code  
on said media in exchange for a first payment by said first user to said retail establishment; and  
providing at least first access to said storable content by providing said first access code  
10 to said first reader apparatus, using said first code.

16. A method, as claimed in claim 15, further comprising storing a second code  
related to a second access code on said media obtained at a second time, later than said first time,  
in exchange for a second payment; and

providing at least second access, different from said first access, to said storable content  
by providing said second access code to said reader apparatus, using said second code.

17. A method for distribution of storable content comprising:  
copying at least portions of said storable content from information content-mastered  
media onto a writeable medium to define copied content on said writeable medium, said  
information content-mastered media including at least said storable content and a first media  
5 identifier number, said copied content readable by at least a first media reader apparatus only in  
response to an access code;

storing, during a first time, a first code related to a first access code on said writeable  
medium in exchange for a first payment by a first user; and



distributing a plurality of media each including at least said storable content and a distinct media identifier number, to a plurality of users including a first user, said media readable by at least a first media reader apparatus only in response to an access code;

5 storing a first code related to a first access code on said media, at a first time, in exchange for a first payment; and

providing at least first access to said storable content by providing said first access code to said first reader apparatus, using said first code.

22. The method of claim 21 wherein said storable content includes information content-mastered content.

23. The method of claim 21 wherein said storable content includes serially-written content.

24. A method of advertising, comprising:  
distributing optical disks including at least a first electronically stored advertisement wherein at least a portion of said optical disk is writeable.

25. A method, as claimed in claim 24, wherein said advertisement is interactive.

26. A method, as claimed in claim 24, wherein said advertisement includes a user-activatable hyperlink.

27. A method, as claimed in claim 24, wherein said advertisement includes an advertisement for content stored on said optical disk, wherein said content is accessible only in exchange for a payment.

displayed in response to at least one instance of an insertion of said optical disk into a player apparatus.

29. A method, as claimed in claim 15, wherein said retail location comprises a vending machine.

ADD A9

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